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NUTRITION KIT
for use
SEPTEMBER 1944

This is your Nutrition Kit for use during September 1944. It contains the following items to aid you in planning and mobilizing community-wide nutrition programs:

- Item 1 - Brief Statement on Over-all Plans for National Nutrition Month - September 1944
- Item 2 - Suggestions for Mobilizing Community-Wide Nutrition Programs for September
- Item 3 - Suggestions for Group Discussion of Nutrition
- Item 4 - Press releases for local adaptation
 - a. General press release
 - b. Release for weekly or small rural papers
 - c. Release for urban papers
 - d. Release for the Negro press
- Item 5 - Radio script
- Item 6 - Dramatic skit - Nutrition and You
- Item 7 - Quotations Which May Be Used As "Fillers" for Speeches
- Item 8 - Suggestions for Indoor and Window Food Displays
- Item 9 - Poster - "For Health...eat some food from each group...every day"
- Item 10 - National Wartime Food Guide (Revision of National Wartime Nutrition Guide)
- Item 11 - Mat - U. S. Needs Us Strong - Eat the Basic 7 Every Day
- Item 12 - Proof ad - "Introducing your local nutrition committee"

FOR ADDITIONAL MATERIAL AVAILABLE FROM
REGIONAL OFFICES OF DISTRIBUTION, WFA
SEE OTHER SIDE

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ADDITIONAL MATERIAL AVAILABLE
FROM
REGIONAL OFFICES OF DISTRIBUTION, WFA

Pamphlets

AWI-1	Food for Growth
AWI-2	Vitamins from Farm to You
AWI-16	Cheese in Your Meals
AWI-34	Fats in Wartime Meals
AWI-39	Root Vegetables in Wartime Meals
AWI-47	Dried Beans and Peas in Wartime Meals
AWI-54	Green Vegetables in Wartime Meals
AWI-59	Oven-Drying - One Way to Save Victory Garden Surplus
AWI-73	Cooking with Soya Flour and Grits
AWI-78	Family Food Plans for Good Nutrition
AWI-88	Potatoes in Popular Ways
AWI-89	Egg Dishes for Any Meal
AWI-93	Home Canning of Fruits and Vegetables in Wartime
AWI-100	How to Prepare Vegetables and Fruits for Freezing
AWI-104	Tomatoes on Your Table
AWI-107	Eat a Good Breakfast to Start a Good Day
NFC-8	Eat a Lunch That Packs a Punch

Posters

For Work...For Play...Eat Three Squares a Day
Eat the Basic 7 Every Day
Avoid Fatigue
Good Food Means Good Work
Eat 3 Well-Balanced Meals Every Day

Three-Panel Exhibits - Available on Loan

Make the Most of Your Food Share
Stop Food Waste

Nutrition Kit - Item 1

BRIEF STATEMENT ON OVER-ALL PLANS
NATIONAL NUTRITION MONTH--SEPTEMBER 1944

Nutrition committees have known for several months that September has been designated as Wartime Nutrition Month in the Food Fights For Freedom program. During that period, the subject of nutrition will be given the national spotlight through all available media of public information. The War Advertising Council working with the War Food Administration and the Office of War Information has furnished promotion suggestions for adaptation by national advertisers and local retailers, featuring the advantages to the Nation's health, especially in time of war, of a good breakfast and a good lunch built around the Basic 7 food groups, particularly for school children and war workers. This theme will be played up in national magazines and on national radio network programs.

This national promotion, however, is but an introduction to and will furnish a backdrop for a more fundamental program of general nutrition education with emphasis on wartime needs which will be planned and executed by nutrition committees operating in each of the 48 States and the District of Columbia.

In order that committees may have a complete picture of the plans for the month, in which they have been asked to play a major role, a list, and a brief description of all the materials that are being made available to implement national State and local programs, as well as of the distribution outlets for each one of them, is attached.

PROGRAM MATERIALS FOR USE DURING NUTRITION MONTH--SEPTEMBER 1944

1. *Surveys* - A series of three studies, "Housewives Discuss Nutrition."

These studies point up the need for a more aggressive nutrition education program at all levels and through all media. Prepared for administrative use only.

Copies were sent nutrition chairmen.

2. *Fact Sheet* - "Make Food Fight For Freedom by Eating Wisely."

Background information on nutrition program with emphasis on better breakfasts and lunches for use by advertisers and media people.

Distribution USDA and WFA field staffs, all divisions Office of War Information; Office of Price Administration, Office of Civilian Defense, State nutrition committees, through the War Advertising Council to 5,000 advertising agencies.

3. *Formula Folder* - 16 pages of suggested advertising themes on nutrition, all featuring the "Basic 7" and better breakfasts and lunches.

9,000 copies printed and distributed to national advertisers, national advertising agencies, public utility companies.

4. *Retail Promotion Book* - A series of suggestions to the retail trade of ways to tie in to the national program at point-of-sale by featuring better breakfasts and lunches.

When available, this material will be distributed through trade associations to retail stores.

5. *Newspaper Proof Book* - A set of proofs for full-page and quarter-page ads available on request in mat form for local sponsorship.

Distribution to 1,800 newspapers by Office of War Information.

6. *Newton Pictures* - A 16 mm. movie for use by nutrition committees is in process of production by USDA.

It is planned for release by September 1.

7. *A 24-Sheet Billboard Poster* - Sample not yet available.

Being prepared for September distribution by Outdoor Advertising through volunteer sponsorship by national advertisers.

8. *Car Card* - "You Work Like a Horse, Don't Eat Like a Bird."

This card is being printed for September display in street cars, subways, and inter-city busses through arrangements made by the Office of War Information.

9. *Posters*

(a) The Basic 7 chart
For distribution by nutrition committees

(b) "For Work--For Play"
In process of production.

About 16,000 copies will be distributed to libraries on Office of War Information mailing list, the balance by regional offices of the Office of Distribution.

10. *Kit for Local Nutrition Committees* which will contain:

Over-all list of materials in kit on the back of which will be listed additional materials available from Regional Offices of Distribution, War Food Administration.

Item 1 - Brief Statement on Over-All Plans for National Nutrition Month - September 1944

Item 2 - Suggestions for Mobilizing Community-Wide Nutrition Programs for September

Item 3 - Suggestions for Group Discussion of Nutrition

Item 4 - Press releases for local adaptation

a. General press release

b. Release for weekly or small rural papers

c. Release for urban papers

d. Release for the Negro press

Item 5 - Radio script

Item 6 - Dramatic skit - Nutrition and You

Item 7 - Quotations Which May Be Used As "Fillers" for Speeches

Item 8 - Suggestions for Indoor and Window Food Displays

Item 9 - Poster - "For Health...eat some food from each group...every day"

Item 10 - National Wartime Food Guide

Item 11 - Mat - U. S. Needs Us Strong - Eat the Basic 7 Every Day

Item 12 - Proof ad - "Introducing your local nutrition committee"

11. *Folders*

(a) National Wartime Food Guide

4,400,000 for distribution through nutrition committees.

(b) "Eat a Good Breakfast to Start a Good Day"

Available on request from regional offices, Office of Distribution.

12. *OWI Outlets* will carry information on September nutrition program.

13. *USDA and WFA Outlets* will carry information on September nutrition program.

14. *OPA and OCD Cooperation under Food Fights For Freedom*

Under an agreement with these two agencies, their field staffs will be available for assistance to local committees in promoting the September program.

SUGGESTIONS FOR MOBILIZING
COMMUNITY-WIDE NUTRITION PROGRAMS FOR SEPTEMBER

SEPTEMBER - Nutrition Month

These suggestions for activities have been prepared at the request of State Nutrition Committee Chairmen for use by the State and local nutrition committees in mobilizing a community-wide food and nutrition program for September. They are based on recommendations made to the five Regional Conferences of State Chairmen by special sub-committees appointed for that purpose.

September - Nutrition Month in "Food Fights For Freedom" program for 1944 - is the month of particular responsibility of nutrition committees. If the campaign is to be successful, all the resources in the community must be organized for an all-out program designed to:

Reach as many people as possible with information about the war food program.

Make available to as many people as possible the basic knowledge of good nutrition.

Arouse the interest of as many people as possible to put such knowledge into practice and to stimulate them to seek more knowledge.

These suggestions for mobilizing and carrying on an intensive nutrition program are general in character because community needs vary and what works in one place will not necessarily work in another. Undoubtedly, some local committees will have already undertaken many of the projects listed and will devise new and original and practical plans for September. It is the sincere hope of those who prepared this material that such projects will be reported in full in order that others may profit by them.

SUGGESTED ACTIVITIES FOR STATE COMMITTEES:

Survey the status of county and local committees with a view to setting up committees where none exist and strengthening those that need stimulation.

Develop a "Nutrition Theme" for each State.

Try to secure an official proclamation designating September 1944, "Nutrition Month in the 'Food Fights For Freedom' campaign."

For the purpose of (1) enlisting their cooperation in planning projects and activities for State-wide coverage for September, and (2) sending official announcements of "Nutrition Month" to their local affiliates and requesting them to participate in and sponsor Nutrition activities in their own communities, contact the leaders of:

- Business groups.
- Men's and women's service clubs.
- Labor groups.
- Religious groups, all denominations.
- Professional groups, doctors, dentists, etc.
- Parent-Teacher Associations and other civic groups.
- State Editorial Associations.
- Superintendents of Schools.
- Youth groups and others.

SUGGESTED ACTIVITIES FOR LOCAL COMMITTEES:

Try to secure an official proclamation designating September "Nutrition Month", and where feasible to hold a mass meeting at which the proclamation would be read and the objectives of the Nutrition Program announced.

Because the purpose of "Nutrition Month" is to reach all the people in the community with wartime food facts, it is suggested that the following sub-committees of the local Nutrition Committee be set up if not already established:

Public Information and Education.

Press - Try to get a representative of the local press to serve as chairman of this committee and to plan a continuing program of public information through the press. If a press representative is not available, the press committee chairman should call on editors of local papers to explain the program and obtain their cooperation in publishing the activities of the month.

Suggested press releases for local adaptation are included in this kit. A one-column mat of the Basic 7 symbol and slogan is also included for easy identification of committee releases. It may be possible to arrange with local editors to set aside space for a regular daily or weekly message from the local Nutrition Committee during September.

Radio - Try to secure a local station staff member to handle information for the radio. If this is not possible, the member responsible for radio should call at once on local station managers in order to obtain time on the air in September, as radio programs are scheduled well in advance.

Suggested radio scripts for local adaptation are included in this kit.

Distribution.

It is suggested that a member of the sub-committee be made responsible for planning the distribution of informational materials to be used during Nutrition Month. State Nutrition Committees requested that they be given responsibility for distribution of the Basic 7 poster and the National Wartime Food Guide in accordance with plans made with local committees. The same method of distribution can be used for other materials the Committee may decide to distribute.

The following possible outlets are suggested:

Post offices, banks, movie lobbies, stores, railway stations, community centers, streetcars and busses, meetings of local organizations, information booths, waiting rooms of doctors, lawyers, and beauty shop operators.

Committees may decide to use the block and neighborhood leader plan for house-to-house distribution--or to get the assistance of Girl and Boy Scouts, Campfire Girls, 4-H Clubs, Girl Reserves (YWCA), etc.

Speakers Bureau.

Set up a list of qualified and willing individuals in the community who could talk on the objectives of the National Nutrition Program. A second list of technically trained nutritionists might be assembled as speakers before professional groups.

In some places it may be necessary to hold classes for lay leaders, equipping them to speak on the over-all food situation and ways of adapting it to local needs. These lay leaders might be used to make short talks in movie theaters, before service and luncheon clubs, church groups, etc. Some might also

be available for neighborhood talks and demonstrations on food selection, preparation, preservation, etc.

Neighborhood demonstrations might be built around plentiful foods, good cooking methods, planning meals around the Basic 7 food groups, with special emphasis on good breakfasts and lunches for children and war workers.

Information Centers.

It may be possible to acquire space in stores, libraries, utility company headquarters, vacant buildings on main streets in which to set up information centers. While these centers may be staffed by trained lay leaders, technical questions should be referred to the Nutrition Committee.

Activities that could be carried out by such centers are:

To distribute informational materials on food and nutrition.

To provide a consultation service on nutrition problems, food preservation, and storage, and use of seasonal abundances.

To provide a place for the exchange of Victory Garden surpluses.

Exhibits.

Exhibits for local display might feature the State "Nutrition Theme" and play up the Basic 7. Here are two possible approaches:

Stationary nutrition exhibits for bulletin boards, tables in public libraries, court houses, or other places where people congregate. Several suggestions for such exhibits are included in this kit.

Live nutrition exhibits, such as food demonstrations in store windows or in the store itself; in movie theater lobbies; information centers; or in windows of vacant buildings, where available.

Variations in the pattern of food demonstrations might be attained by enlisting the aid of:

Home economics students, demonstrating correct methods of cooking foods.

Girl Scouts, Campfire Girls, and Boy Scouts, giving demonstrations of camp cooking, using Basic 7 foods.

4-H girls, demonstrating home canning and drying.

Red Cross Canteen workers, demonstrating the use of the Basic 7 chart in planning meals for canteens.

COMMUNITY GROUP COOPERATION

Civic, Church, and Social.

Parent-Teacher Associations, Women's Clubs, Garden Clubs, etc., might observe nutrition month by devoting one or more of their September programs to nutrition.

Chambers of Commerce, Rotary, Kiwanis, Lions, Altrusians, Zontians, and other luncheon groups might plan a September luncheon meeting which would feature

abundant or new foods. The menu would play up the "Basic 7" chart.

Church groups might arrange a harvest supper or a "box social" featuring the Basic 7 foods or locally plentiful foods. Proper cooking methods might also be demonstrated at these functions.

Youth Groups.

Members of youth groups might:

Prepare skits and dramatizations for radio programs or for group meetings in school auditoriums and elsewhere.

Help distribute pamphlets. For example, in one community children were made responsible for gathering waste paper and scrap and for distributing pertinent materials at every home visited. During September they might distribute the "National Wartime Food Guide." Boy and Girl Scouts might be trained to be youth "minutenes" and give short talks stressing the need for:

A nourishing breakfast.

A good school lunch.

They might also serve in information centers and help with exhibits by designing and printing posters.

Movie Theaters.

Arrangements might be made:

To show special food and nutrition films and to make announcements of meetings, local food abundances, or food exchanges.

To allow "Minutenes" to talk between feature pictures.

To provide space for an information center or exhibit booth in lobby.

Schools.

While schools in many communities will not be able to participate until late in September, nutrition programs might be started which can be developed throughout the year. Schools that have had a school lunch program may emphasize the importance of improving it or of maintaining the previous standard. Schools that have not had a lunch program may take steps to start one.

A nutrition education program for all grades might well be developed.

Students might prepare and present food and nutrition skits. Moving pictures or slide films on food and nutrition might be shown in assembly halls or classrooms.

Libraries.

Libraries might be asked to:

Display posters and leaflets on bulletin boards.

Set up nutrition reference shelf and call attention to it in every possible way.

Place food and nutrition leaflets in entrance where they will be readily available.

Restaurants and Hotels.

Restaurants and hotels might be asked to:

Display "Basic 7" charts.

Plan menus around the "Basic 7" chart and acquaint their patrons with them.

Feature menus which include plentiful and new foods during September.

Print nutrition slogans on table tents or place mats. (Slogans to be provided by the local Committee.)

Insert short, catchy nutrition facts on menu cards or on a bright colored slip attached to menus.

Food Stores.

Food store owners or managers might be asked to participate by:

Setting up exhibits on "Good Breakfasts" and "Good Lunches" for school children; war workers; clerical workers.

Displaying posters and wall placards.

Printing stuffers for grocery bags - one each week emphasizing the food or the nutrition "nugget" of the week.

Arranging for special window displays featuring the Basic 7 and the "Nutrition Theme" of the State.

SUGGESTIONS FOR GROUP DISCUSSION OF NUTRITION

1. Make the purpose clear.

If the members of the group are well informed concerning nutrition, the purpose of the discussion may be to exchange information and ideas. If most of the members are not well informed on the subject, the purpose may be to arouse interest in nutritional meal planning. If the members of the group are primarily interested in obtaining information that will help them meet specific problems, the purpose may be best met by having them exchange experiences and ask questions of an expert who will be present.

2. Plan the discussion carefully.

A discussion intended primarily to convey information needs more direction by the leader than if its purpose is to exchange ideas. The leader should determine in advance what points and facts she hopes to establish as a result of the discussion. She should see to it that the discussion moves on from one point to another, with adequate understanding by each and every member present.

3. Assemble all necessary materials.

The result of a successful discussion will be to arouse considerable interest in nutrition. Take advantage of this opportunity by distributing informational leaflets and charts. Send the members away determined and equipped to continue their study of nutrition.

4. Use visual aids.

Before the group assembles, write on a blackboard the principal facts you want remembered. Have the "Basic 7" chart where all can see it. Use these graphic aids freely during the discussion.

5. Keep the discussion personalized.

For the mere dissemination of information, a pamphlet or a speech is preferable to a discussion. The big value of the discussion is that it takes in everyone's interest and considers everyone's problem. Ask for examples, cases, and illustrations, as well as for questions. Give illustrations of good nutritional practices that fit in with the local food supply situation and that are directly applicable to the food selection and preparation problems of the women present.

6. Bring out divergent points of view.

Never ignore, beat down, or pass over lightly any disagreement that arises concerning nutritional facts or practices. Give full and sympathetic hearing to the opposing point of view. Make clear your sympathetic understanding of the viewpoint expressed. Then show clearly, but tactfully, why it may not be applicable in the present instance. Encourage others to enter fully into the discussion. It is upon these points of disagreement that the best teaching can be, and needs to be done. Sounder nutritional standards can be developed only by sympathetically persuading disagreeing members to abandon incorrect practices that may have become traditional. This can best be accomplished by actually encouraging differing opinions in order to be sure that you are uncovering and correcting all misleading nutritional ideas.

7. Encourage members to bring questions to the discussion.

Women who participate in these discussions should be encouraged to make notes concerning nutritional problems that concern them. Their own family experiences will present various problems needing solution. Farm papers, the daily press,

lectures, public forums, the radio, etc., are good sources for clippings and notes to be used at discussion meetings.

8. Proceed from discussion to study.

Remember that discussion is just the first step--an important one--but still just a starter. Thinking should be stirred up by the discussion which will require materials and further study of the problems. The local nutrition committee should be prepared to supply reference materials and guidance for continued study. Local libraries will doubtless be glad to assist in assembling pertinent books and magazines.

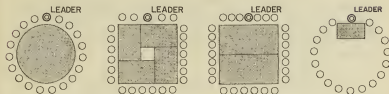
9. Why not group discussion at home?

In most instances discussions conducted by nutrition committee members will be attended by housewives. These women should be encouraged to carry the discussion of nutritional information they have received to the family dinner table. Better nutritional standards can be established only with the full cooperation of the entire family. This will be forthcoming only as there is a broadened understanding of nutritional information.

SUGGESTIONS FOR GROUP DISCUSSION LEADERS

GETTING READY

1. Arrange group in circle, so each person can see every other person.
2. Provide table space, if convenient, for leader and entire group, as e. g.:

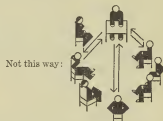


3. Let all stay seated during discussion, including leader. Keep it informal.
4. Start by making everybody comfortable. Check ventilation and lighting.
5. See that everybody knows everybody else. At first gathering go 'round the circle, each introducing himself. As a newcomer joins group later, introduce yourself to him and him to the group.
6. Learn names of all as soon as you can.
7. Have blackboard, chalk, and eraser ready for use in case of need. Appoint a "blackboard secretary" if the subject-matter and occasion make it desirable.
8. Start on time, and close at prearranged time.
9. In opening, emphasize: *Everyone* is to take part. If one single member's view fails to get out in the open, insofar the discussion falls short.
10. Toward this, emphasize: *No speeches*, by leader or group member. No monopoly. After opening statement, limit individual contributions to a minute or so.

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CARRYING ON

1. Make your own preparation for the discussion. Think the question through in advance. Aim to establish connections between ideas of background materials, and experience and ideas of group-members.
2. Aim at outset to get a sharply defined question before the group. Have three or four alternatives put on board if you think this will help: "Which do you want to start with?" "Is this question clear?"
3. In general, don't put questions to particular group-members, unless you see that an idea is trying to find words there anyway: "Mrs. Brown, you were about to say something." Otherwise: "Let's have some discussion of this question . . ." "What do some of the rest of you think about this?" "We've been hearing from the men. Now how do you women feel about this?" "What's been the experience of you folks up in the northern part of the State in this connection?" Etc.
4. Interrupt the "speech maker" as tactfully as possible: "While we're on this point, let's hear from some of the others. Can we save your other point till later?"
5. Keep discussion on the track; keep it always directed, but let the group lay its own track to a large extent. Don't groove it narrowly yourself. Try to have it



6. Remember: The leader's opinion doesn't count in the discussion. Keep your own view out of it. Your job is to get the ideas of others out for an airing.
7. If you see that some important angle is being neglected, point it out: "Bill Jones was telling me last week that he thinks What do you think of that?"
8. Keep the spirits high. Encourage ease, informality, good humor. Let everybody have a good time. Foster *friendly* disagreement. Listen with respect and appreciation to all ideas, but stress what is important, and turn discussion away from what is not.
9. Take time every 10 minutes or so to draw the loose ends together: "Let's see where we've been going." Be as fair and accurate in summary as possible. Close discussion with summary—your own or the secretary's.
10. Call attention to unanswered questions for future study or for reference back to speakers. Nourish a desire in group members for continuing study and discussion through skillful closing summary.

SUGGESTIONS FOR PANEL DISCUSSIONS

WHAT IS A PANEL DISCUSSION?

1. **Its Meaning:** A panel discussion is a discussion among a selected group of persons under a leader and in front of an audience which joins in later. The form is conversational—no speeches by members or by leader.



THIS WAY



NOT THIS WAY

2. **Its Place:** Panel discussion is a good plan when the crowd is too big for all to take part. For smaller groups, there is no substitute for round table discussion; but with groups larger than 40 or 50, panels have definite advantages.
3. **Its Composition:** Good panels may number from 4 to 10 persons; 6 or 8, in addition to the leader, is ideal—large enough for variety, small enough for genuine conversation.
4. **Its Purpose:** To get important facts and different viewpoints out into the open, stimulate audience thinking, and lay a basis for wide participation later.

PREPARING FOR THE PANEL

The Program Committee's Preparatory Job

1. **Select a Timely and Significant Topic.** State it clearly, and, generally, in question form.
2. **Select Members With Care**—people with different backgrounds, willing to reexamine their convictions, ready to give and take. A good voice and a clear and concise manner of speaking help.
3. **Select Leader and Members Early.** Give them a chance for study and thought beforehand.
4. **Allow Enough Time.** Panels should never be rushed. Those shorter than an hour seldom succeed. But conclude while audience interest is still high.

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The Panel Leader's Preparatory Job

1. **Meet in Advance With Panel Members**—to get acquainted and to reach a common understanding on topic and method.
2. **Discover Major Points To Be Discussed.** In preliminary conference, frame an over-all pattern, a few principal questions to be raised. But discourage lengthy advance discussion. Agree about the beginning—one member to open the discussion and perhaps a second to carry on. From then on let it be free, spontaneous, unrehearsed.
3. **Look to the Seating Plan.** "Set the stage" with an arc of chairs and tables on a slightly raised platform close to audience. Do not seat members with similar viewpoints together; mix them up. Seat lively talkers on the ends, quieter ones near the center so you can encourage them.

CONDUCTING THE PANEL

As Leader of the Panel

1. **Make Your Introduction Short.** Brevity is golden. Introduce panel members in a few words. Speak of general plan for panel and audience participation. Then say just enough to spotlight the problem, and throw out your first question; 5 or 10 minutes is enough for this. After introduction, remain seated throughout.
2. **Keep Your Own View Out of It.** Enter the discussion only to (1) ask clarifying questions, (2) interpret uncertain meanings, (3) bring discussion back to the track, (4) summarize, (5) ask "next step" questions, (6) interrupt speech makers. Be the strictly impartial "moderator."
3. **Address Questions to the Panel as a Whole or to a Part of It.** Don't question individual members, as a rule. Let participation be as free and spontaneous as possible.
4. **Ask Challenging Questions**—not the "Yes" and "No" kind, but "Why?" and "How?"
5. **Dig Out Points of Difference**—not as in debate, but in friendly united pursuit of the truth. Work toward understanding, reconciliation. Strive to find the "common meeting ground."
6. **Take Time for Occasional Summaries**, especially at the end. People like to know that progress has been made. Point out "loose-end" questions.
7. **Invite Audience Participation** somewhere around the half-way mark—statements of experience and opinion as well as questions. As leader, do not answer questions; refer them to panel or others in audience.

As Member of the Panel

1. **Be Alive to Your Opportunities.** A discussion is a cooperative venture. Always watch for the right moment to speak your own viewpoint—vigorously, clearly, concisely. Help the leader keep the discussion balanced, lively, forward moving.
2. **Remain Seated Throughout Discussion**, but remember your audience. "Speak to the back row."
3. **Set an Example of Careful Reflective Thinking.** Listen thoughtfully to others. Strive to get their viewpoints and what lies back of them. Try your own ideas in the court of public review, and join in a common quest of truth.

The big offensive in the battle against malnutrition will begin in September when the Nation's Food Fights For Freedom program turns its attention to good All-American nutrition.

In this the third year of America's participation in the war, there is a deeper appreciation of the vital role of food in wartime than ever before. Since May 1943, the Nutrition Programs Branch of the War Food Administration's Office of Distribution has assisted with nutrition clinic demonstrations which have shown that there is widespread malnutrition throughout the country. In the past this condition might have been associated with low incomes. Today, however, spending power is at an all-time high and with fewer goods and services available, civilians who have an increased income are spending much of it on food -- but not always the right food.

In line with the growing recognition of food's importance is the creation of the National Nutrition Program, the aim of which is to show people how to adjust their eating habits to a wartime situation.

The program is dedicated to the proposition that total war demands total strength, and that total strength demands good nutrition. It recognizes that eating should mean more than satisfying hunger. It should provide the body daily with the right kinds of food in suitable amounts to furnish energy...to provide material for building and repairing the body...to furnish substances to regulate body processes.

The solution then would seem to lie in educating the food purchaser to obtain 100 percent nutrition value from the foods available...and that is the mission of the National Wartime Nutrition Program.

Working with the Federal organization are nearly 3,000 State, county, and local nutrition committees which include in their membership experienced nutritionists, dietitians, home economists, physicians, dentists, and representatives of agencies, civic groups, and the food trade.

Cornerstone of the program is the new and revised Official Wartime Food Guide showing the "Basic 7" categories of food which should be eaten every day. The program will receive major emphasis from national advertisers and retailers and in national magazines and over the radio which will feature better breakfasts and better lunches for all, but especially for school children and war workers.

Nutrition -- in every day language -- means eating three well-balanced meals a day...built around the "Basic 7"...appetizingly served and properly cooked to preserve all the food values.

Nutrition Kit - Item 4b
Release for weekly or small rural papers

When the _____ Nutrition Committee begins its September activities in the Food Fights For Freedom program, it will be all out for nutrition. During this month each housewife in _____ will be reached by the committee in its drive to make everyone nutrition conscious:

The committee, like 3,000 others in the Nation, will emphasize the importance of getting the greatest nutritional value out of the available food supply. It is all part of the plan to make America a nation of well-fed and strong people.

Attention will be called to need for more foods of high vitamin, protein, and mineral value in the diet. Special stress will be put on storing, preparing, and cooking food in a way that will preserve the value of the food, and also on preventing waste in preparing and serving.

To help the women of _____ to help themselves in getting the most out of this program, the committee asks that each one of them get a "Basic 7" food guide to hang in the kitchen. This will aid the homemaker in making meals balance and to choose alternatives for scarce foods.

Members of the local committee include: _____,
(name)

(agency represented)

(Note: If any meetings or special local projects are to be announced, a paragraph concerning such may be added to or inserted in a story of this type.)

Nutrition Kit -- Item 4c
Release for Urban Papers

Campaigning to keep America fit, the _____ Nutrition Committee joins with 3,000 similar groups throughout the country in the September Food Fights For Freedom program, dedicated especially to nutrition.

While similar programs carried out in the months past have stressed rationing, price lists, Victory Gardens, food conservation and preservation, and crop corps, now the emphasis turns to making that food which was produced, preserved, and conserved, do a more thorough job of feeding America.

During this month, members of the _____ Nutrition Committee will attempt to reach every housewife with information about the importance of planning the family's meals to provide maximum nutritional value from the available food supply and to give her practical suggestions about how to do it.

Emphasis is also to be placed on the need for more foods of high vitamin, protein, and mineral value in the diet. And special stress will be put on the importance of storing, preparing, and cooking food in such a way that the maximum nutrients are conserved, as well as on preventing any physical waste of food in preparation and serving.

A "Basic 7" food chart in every kitchen, will be the committee's goal in helping the housewife get all essential elements in her family's diet. The chart also will help her to choose alternates for foods that are scarce or out of season.

Members of the local committee include: _____,
(name)

_____, _____,
(agency represented) (name) (agency represented)

(Note: If any meetings or special local projects are being sponsored, a paragraph concerning such may be added to or inserted in a story of this type.)

Although the 13 million Negroes in the United States spend about \$1,330,000,000 yearly for food, nutritional surveys have shown that more Negroes than whites are ill-fed and suffering from malnutrition. Only about one-fifth of the total population, or approximately 2,600,000 Negroes eat adequate, nutritious meals, judged by the wartime standards of the National Research Council.

This fact was revealed by a survey made in 1936 which indicated that other ill-fed people were found among low-income groups; more in large families than in small and more likely to be encountered in villages than on farms.

Better breakfasts and better lunches for all, especially for war workers and children, will hold the spotlight of national publicity during September. These meals will be stressed because many people neglect them, placing too great a burden on the evening meal to supply most of the day's nutritive requirements. Improving morning and noon meals to the point where they carry their full share of daily nutritive requirements will advance the cause of good nutrition.

Participating in the Food Fights For Freedom campaign, the National Wartime Nutrition Program to be featured in September is designed to help the public make the best use of available food -- to assist people in adjusting their eating habits to the wartime food situation so that they will have the health and strength to meet the demands of war. The program is based on the facts that total war demands total strength, that total strength demands good nutrition, and that many people are not eating the right foods in amounts necessary for abundant health.

In the past, insufficient income has been one of the reasons why many families have not had good diets. Today, with spending power at an all-time high and with fewer goods and services available, civilians who have increased incomes are spending much of it on foods.

Despite the increased incomes for a large part of the population and improvement in the eating habits of many people, the nutritional goal of a well-fed Nation is still far from being reached.

The mission of the National Nutrition Program, as carried on by the Nutrition Programs Branch of the WPA's Office of Distribution, is to educate the food purchaser to obtain 100 percent nutritional value from the available wartime food supply.

Spearheading the September drive locally will be nearly 3,000 State, county, and local nutrition committees which include dietitians, home economists, physicians, dentists, ministers, representatives of local government agencies, civic groups, and the retail trade, in a concerted effort to build nutrition nationally. They will be stressing the importance of adjusting wartime meals to the available food supply while maintaining good nutrition standards.

Cornerstone of the program is the recently revised Official Wartime Food Guide showing the "Basic 7" categories of food which should be eaten every day. The program will concentrate on better breakfasts and better lunches for all.

Nutrition in everyday language, to every race and creed, means eating three good meals a day, meals which are built around the "Basic 7" groups of foods; meals which are well cooked to preserve all food values, and which are appetizingly served.

YOUR NUTRITION COMMITTEE presents

Food Makes a Difference

in cooperation with

OUR RESPONSIBILITY

Time: About 10 minutes



ANNOUNCER: We bring you now...FOOD MAKES A DIFFERENCE!

MUSIC: THEME

ANNOUNCER: Station _____ in cooperation with your (local, county) nutrition committee...presents...FOOD MAKES A DIFFERENCE...a weekly feature on food...to help you feed your family wisely and well. Today...we find ourselves in the corner grocery store... And we're listening in on a conversation between Emma and Amelia...who have their morning shopping to do...(FADING ON THIS:) And they seem to have picked a very crowded time to do it...

EMMA: I guess we'll never get through, Amelia. Look at all these people!

AMELIA: Isn't that so! We'll have plenty of time to decide what we want.

EMMA: I always make out a list beforehand. Saves a lot of time.

AMELIA: (SIGH) You're so smart, Emma. I wish I were an efficient housewife!

EMMA: Pshaw! That's not so specially smart. I just don't like to forget things, that's all.

AMELIA: Well, just in case I forget, while we're here by the flour, I'll take a sack.

EMMA: Wait a minute, Amelia! What in the world are you buying?

AMELIA: Flour...

EMMA: But did you look at the label? That's the plain, unenriched flour.

AMELIA: Oh, I don't mind about that. This saves me a couple of cents...

EMMA: A couple of cents! Do you know that enriched white flour has had important vitamins and minerals added to it?

AMELIA: (DOUBTFULLY) It all looks white to me...

EMMA: Of course it's all white. These vitamins that have been added... haven't changed the color, nor the rising qualities. But they have made the enriched white flour just about as nourishing as whole wheat!

AMELIA: Well land sakes.

EMMA: You know all the white bread you buy is enriched. The Government made that a law. But it's up to us to be sure we get flour that says "enriched" on the label.

AMELIA: I'd better just get this enriched kind, then.

EMMA: You know, Amelia, a lot of things have been done to our food...to make it better for us.

AMELIA: Is that so, Emma?

EMMA: Sure it's so. Take margarine, for instance.

AMELIA: Did they put vitamins in that, too?

EMMA: Every pound of margarine you buy is fortified margarine. They've added as much vitamin A as average butter has.

AMELIA: (ECHOES)---Vitamin A...

EMMA: Helps you keep healthy. Helps you see at night, too.

AMELIA: Well now that's handy.

EMMA: Margarine takes less ration points. So...if butter's hard to get, you'll get plenty of vitamin A -- in fortified margarine!

AMELIA: Well I declare!

EMMA: All kinds of things like that go on in this country, Emma. Folks making food better...to make us healthier.

AMELIA: Sounds like you read it somewhere.

EMMA: Well, I did! (LOWERS VOICE TO ALMOST WHISPER) Amelia, look over there. Look at that woman with those two little kiddies.

AMELIA: (ALSO LOW VOICE) Scrawny little things, aren't they? Look underfed to me, Emma.

EMMA: I'll just bet you they are underfed. Maybe they get enough to eat...but that woman probably doesn't know the right foods to give them.

AMELIA: (STILL LOW) Somebody ought to tell her.

EMMA: And both of 'em so bowlegged. That means they had rickets, Amelia.

AMELIA: Sure it does.

EMMA: You know when I was just telling you about what's been added to some foods...to make us better nourished?

AMELIA: Yes, Emma.

EMMA: Well, here's another thing I thought of. Milk! Lots of milk has vitamin D added to it.

AMELIA: Vitamin D. Now let's see, what does that one do for you? I can't keep 'em straight.

EMMA: That helps prevent rickets in children, for one thing. That's why it's put in milk. Kids who drink plenty of vitamin D milk are likely not to get rickets.

AMELIA: Now isn't that fine!

EMMA: Something else has been done for children, Amelia...children and grown folks too. See those boxes of cereals?

AMELIA: Yes, Emma. Just look at 'em all! Seems like every day they get out a new one that makes a new noise. Popping and snapping and whistling and I don't know what-all...

EMMA: Well, see where it says "restored" on some of those boxes? They've had vitamins added, just like the bread and flour we've been talking about.

AMELIA: Well what do you know! Now I just never looked at that word before.

EMMA: That little word "restored" means plenty, Amelia.

AMELIA: There you go sounding like a schoolteacher again. Here, reach me a box of one of those "restored" ones. You're taller than I am.

EMMA: Here you are, Amelia. Goodness, look at that line by the door. We'll be here all day, sure enough.

AMELIA: (ALMOST WHISPER) Look--there go those spindly little fellows...

EMMA: Guess they'll be glad when school starts.

AMELIA: Why? for goodness sake! Indoors all day, working at a desk...I didn't like school. Not one whit, Emma.

EMMA: That was long before the days of school lunch programs, though, Amelia.

AMELIA: It sure was! I walked four miles to and from school...and all I used to eat was an apple for lunch.

EMMA: Well, no wonder you didn't like school! Nowadays, you'd probably have hot vegetables and meat, fruit, and a big bottle of milk. See, Amelia, that's another way our country is helping people to eat good, nourishing foods!

AMELIA: Say, that reminds me.

EMMA: What?

AMELIA: Mrs. O'Toole came by this morning while I was working in my Victory Garden. Wanted to know if I'd have any vegetables left over after I'd done my canning.

- EMMA: Well -- what for?
- AMELIA: She said if I did...would I please can what was extra...for the school lunches.
- EMMA: And will you have some left over?
- AMELIA: Oh sure-mike. I have all the family needs now. It'll be kind of fun canning food for children to eat in school.
- EMMA: Won't it, though! I'm going to do the same thing. See Emma, there are ways we...you and I...can help, too. We can help the folks in our community be happier and healthier American citizens!
- AMELIA: You certainly are actin' preachy this morning, Emma.
- EMMA: Now, you say that, Amelia..and yet you go ahead and can vegetables for school lunches, same as anyone. Don't tell me you're not interested in helping the kiddies in this town grow up healthy and strong...preachin' or no preachin'!
- AMELIA: Well...I do like to see folks healthy!
- EMMA: I know you do, Amelia. You're a great one for seeing that your own family gets the right things to eat.
- AMELIA: Yes. That's why I'm glad you told me about enriched flour, Emma. I do serve my family plenty of green vegetables and milk and meat and such things. And I'd hate to think they could be gettin' something I'm not giving 'em!
- EMMA: Well now I think that one thing we can do that's very important... is to feed our families well. That's our main responsibility! If every woman in the whole United States saw that her family got the right things to eat...wouldn't we have a healthy Nation, though!!
- AMELIA: It really is our job, now isn't it, Emma. You know I just never put things the way you do, sort of like a national anthem or a poem or somethin'.
- EMMA: Amelia, the things you say!
- AMELIA: Come to think of it, Emma, people are better-fed, nowadays aren't they? Take these school lunches for the children. And the way my husband gets fed at the factory, at noon.
- EMMA: There's another thing, Amelia! I hear that people who work in factories all over the country...are getting good meals right there where they're working. Plenty of fruits and vegetables, and other wholesome foods!
- AMELIA: Well, George can't say enough about the food he gets in the factory. Sometimes I'm put to it...to keep up with that cafeteria over there. George is forever poundin' the table and talking about the "basic seven."

- EMMA: Well he's learned plenty, then, at the factory lunch room! You know what the basic seven is, though, don't you Amelia?
- AMELIA: Sure I do...now!
- EMMA: The seven main groups of food we should eat some of...every day.
- AMELIA: That's right.
- EMMA: Well, Amelia, I've just about filled my list. Have to fight my way to the meat counter, though. How about you?
- AMELIA: Me too. Look--there's that mother again--
- EMMA: I just feel like walking up and telling her to buy vitamin D milk, and enriched flour, and liver and carrots.
- AMELIA: Maybe we'd be doing our duty, like you were saying, by doing just that, Emma. Just walk up and tell her.
- EMMA: No--she'd make a scene sure 'enough. But we can do it other ways.
- AMELIA: How, for instance? I'm for action!
- EMMA: Well, just by keeping our own children so strong and healthy... that she'll begin to take more notice of hers.
- AMELIA: Yes...and wonder how we do it.
- EMMA: She might even ask us!! Might say she's worried about 'em being so thin. Then we'd tell her.
- AMELIA: Tell her plenty!
- EMMA: But we're helping already, you know, by putting up those victory garden vegetables for school lunches.
- AMELIA: Sure we are!
- EMMA: And remember...when she buys white bread...whether she knows it or not, she's getting bread packed with vitamins...Every slice those little boys eat will do them a world of good!
- AMELIA: Isn't that just grand, Emma?
- EMMA: Yes, Amelia, it is. America doesn't forget about her people who are underfed and undernourished. We're working towards the day when every American is well-nourished...healthy...and strong...
- AMELIA: That's what I mean when I say you talk like a national anthem.
- EMMA: But it's true, Amelia. Even you and I are helping. The farmers are helping...the Government...and our teachers in schools...

AMELIA: Even George. He comes home and tells me what I should have had for dinner.

EMMA: Well, Amelia...seems as though we've learned a lot in these past few years...about eating. We never had anything like enrichment and so forth, in my day...Never even heard tell of vitamins... (PAUSE). Amelia...I'm plumb talked out.

AMELIA: Let's get in line, Emma. I have to get home early...to be sure and see I get most of those basic seven's in George's dinner...

EMMA: Yes -- Amelia! Because, do you know...it's really up to us...to see that our families are the best-fed families in the world! That's what you and I have to remember! That is our responsibility!

MUSIC: THEME. FADE INTO:

ANNOUNCER: You have been listening to another in a series of programs entitled FOOD MAKES A DIFFERENCE...presented to you each week at this time by station _____, in cooperation with your _____ nutrition committee. Heard on today's program...were _____ who played the part of EMMA, and _____, who played the part of AMELIA.

Be sure to listen again next week, same time, same station, to another presentation of...FOOD MAKES A DIFFERENCE!

MUSIC: THEME TO END.

-cOo-

An exclusive service to local nutrition committees in cooperation with the State and National Nutrition Program, War Food Administration.

Nutrition Kit - Item 6
NUTRITION AND YOU.

(A nutrition presentation for use of schools, PTA--and other interested groups.)

PHYSICAL REQUIREMENTS: Platform or stage: some lighting facilities: preferably two narrators (one may be used.) Seven "nutrition" characters, may be 3 boys and 4 girls--or vice versa: two male characters to take the part of Columbus and his quartermaster.

Stage sets: none required for seven "nutrition characters". For "Columbus" skit--a desk and chair required--and such other props as are convenient to give the idea of the interior of a ship's cabin--1493.

NARRATOR I: It looks as though we're waking up--at long last. Waking up to the vital, tremendous importance of the food we put into ourselves daily--three times--or more--a day. For quite a while, we've been very particular about what we feed our animals. We've taken extreme care in seeing that our dairy cows--and our chickens--and our hogs got good things--the right things to eat. As mere human beings--we've been much less interested in what WE ate and what we fed our children.

But now, it does look as though we're waking up. Scientists have proved what most of us instinctively suspected. Science has proved that a stronger, healthier group of human beings can be created by good feeding--with just as much surety as we can create better hogs--or better horses by good feeding.

Better still--we've advanced to a point where you don't have to have a string of college degrees--or be a genius--to eat with scientific assurance that health and stamina will be improved. As many of you may know--the research people did a lot of digging and classifying and skull practice. They classified most of the foods we're familiar with into seven major groups. They call 'em--The Basic Seven. Best and simplest thing about these groups is this--eat at least one food from each of the basic seven food groups--every day--and, if you're a reasonably normal, healthy human--you'll be eating exactly what you ought to eat for maximum health. The charts here--and throughout this room, show what foods belong in what groups.

But to bring home to you a little of the importance of the basic seven food groups--well, instead of TELLING you about them--we'll try to SHOW them to you. And for this streamlined preview of why you need the basic seven foods--every day--I yield to....(NAME OF NARRATOR NO. II.)

CHORD:

USE A FANFARE--OR A SERIES OF PIANO CHORDS TO INTRODUCE NARRATOR II.

- NARRATOR II: Thank you. And now to introduce our group of unfortunates—who DID NOT pay attention to the rule—
Eat One from each of the basic seven food groups—
every day.
- DIRECTION: LIGHT GOES ON "GROUP ONE"—WHO DROOPS ON STAGE. EACH
"GROUP" REPRESENTATIVE IS A SORRY SIGHT—AND AS THE VERSE
CONCERNING HIM IS FINISHED—THE FIRST ONE STANDS, DEJECTED-
LY—SECOND ONE SITS, THIRD ONE STANDS, AND SO ON.
- NARRATOR II: This drooping proper—eyes all bleary..
At work or play, is always weary.
His way to pep and have more fun..
Is more good food from food group one.
Green and yellow vegetables—that's the stuff for him!
Group One Food is his great need—to fill him full of vim!
- DIRECTION: LIGHT LEAVES GROUP ONE AND PICKS UP ENTRY OF GROUP TWO
CHARACTER.
- NARRATOR II: This poor guy—with head so bent—
And face a sorry sight.
Should dig into that food group two
With all his main and might!
He needs tomatoes, citrus, salads green!
The group 2 foods to make him keen!
- DIRECTION: SAME STAGE DIRECTION FOR ENTRANCE OF EACH GROUP REPRESENTATIVE.
- NARRATOR II: Here's Oscar Glutz—his mother's pet—and yet—
Others swear dear Oscar's dumb..
His motion's slow—his brain is numb!
Fruits and vaggies from food group three,
Could help to set poor Oscar free!
Feed him spuds and apples—prunes
To chase away his awful glooms!
- DIRECTION: SAME AS FOR OTHER ENTRANCES AS GROUP FOUR COMES ON.
- NARRATOR II: Sad indeed, the fate of Ora!
Whose meals are scant in food group four—a!
Milk and its products group four embraces—
Great food gifts to the human races!
To avoid the troubles of bad tooth Ora..
Of group 4 foods, you better eat mor-a!
- DIRECTION: SAME AS FOR OTHER ENTRANCES AS GROUP FIVE COMES ON.
- NARRATOR II: A shambling oaf, who's never keen
Is Dizzy Dan - who lacks protein.
Group five foods to Dan are silly!
He'll always be a hopeless dilly!
Meat, poultry, eggs, fish and beans..
Hold you together at the seams!
They're in group five—all meat cuts—
And we almost forgot dried peas and nuts!

DIRECTION: SAME AS OTHER ENTRANCES AS GROUP SIX COMES ON.

NARRATOR II: What's missing from Maisie--the Farmer's wife?
She won't eat her share of the staff of life!
Cereals, bread, flour--the foods in six group--
You eat every day--or Gosh! How you droop!

DIRECTION: SAME AS ENTRANCE OF OTHERS--FOR GROUP 7.

NARRATOR II: The bread spread butter, margarine,
Are scorned by this anemic queen..
Group seven foods to this poor she
Are still a deep dark myster-see!
Get hep--my little droop!
Eat some food from seven group!

DIRECTION: ALL SEVEN ARE STANDING OR SITTING SILENTLY AND DEJECTEDLY.
AS NARRATOR FINISHES THE NEXT VERSE--ALL BREAK INTO VIOLENT
ACTION--THEY'RE WELL--AND THEN MARCH OFF STAGE VIGOROUSLY.
AS LAST ONE LEAVES--BLACKOUT SCENE AND TURN OVER TO NARRATOR
I, AGAIN.

NARRATOR II: No one group--standing all alone.
Makes healthy human--flesh and bone.
Eat food from each--and every day..
To make droopy people--act this way...(NARRATOR GESTURES
TOWARD GROUP
WHICH THEN GOES
INTO ACTION.)

NARRATOR I: Yes, it DOES take at least one food from each of the
basic seven food groups every day--that's the modern,
scientific, easy way to be well fed. But you know--men
have had instinctive glimmerings of these truths for a
long, long time. Take--oh--hundreds of years ago. A
man--in the cabin of a ship....seated before a table....
filled with papers, charts....a man in the cabin of a
ship....

DIRECTION: LIGHT GOES ON SHIP CABIN SCENE. CAN BE AS ELABORATE OR AS
SIMPLE A SCENE AS CONDITIONS PERMIT.

SOUND: WIND.....SHIP NOISES

COLUMBUS: (TO HIMSELF) It must be soon, now...very soon. My
calculations prove it. A final check on preparations
then....

SOUND: KNOCKS ON STOUT DOOR...INTERRUPT SPEECH

COLUMBUS: Who's there?

VASCO: Vasco, your quartermaster, my admiral.

COLUMBUS: Enter, Vasco. Enter. (DOOR OPENS) Some strange trick
of thought has brought you. I was but this minute in
mind to call you.

SOUND: (DOOR CLOSING)

VASCO: My admiral, I have hailed or been aboard all the ships of our fleet within sight...and obtained from the captains the listings you required.

COLUMBUS: Stout work, Vasco. And how judge you the listings?

VASCO: Most favorable, my admiral. Sickness among our crews has been light. The spirits of the men are high.

COLUMBUS: Excellent! Excellent! At any minute now we should hear the look out cry, "Land Ho!"

VASCO: We are then so near to land?

COLUMBUS: Aye, Vasco, we are. And now as to the supplies aboard the ships...

VASCO: The live animals have stood the voyage well. There be many cattle...a sufficiency of horses, multitudes of chickens and not a few sheep.

COLUMBUS: Enough to furnish a good start in a new land?

VASCO: If the land be fair...enough so the animals should multiply and prosper.

COLUMBUS: Pick new lands for our sovereign, Christian rulers. It must be that way.

VASCO: Of a certainty, my admiral.

COLUMBUS: Vasco, how stand our supplies of vegetables and grains and fruits...seeds we may plant?

VASCO: There too, we have truly sailed under the smile of heaven. There has not been the rotting and wasting away and the losses that tried us sorely on our last voyage.

COLUMBUS: And, as I ordered most especially, did you inquire well as to our stocks of citrons, limes, oranges, and lemons?

VASCO: But of course, my admiral. Within the larders of nearly every ship there will be goodly stocks of fresh citrons, tart limes, yellow lemons and golden oranges...both sweet and sour.

COLUMBUS: These citron fruits be blessed fruits for sailing men and colonists.

VASCO: So say all mariners, my admiral.

COLUMBUS: Citron fruits be full of special virtue...well known to doctors of physic. The learned physician, Al Israeli of Tunisia has written much wisdom concerning oranges, lemons and the like.

VASCO: Is he not an accursed Moor...this Al Israelif

COLUMBUS: Not a Moor...a man of Judea...filled with wisdom.

VASCO: And what says he of citron fruits....this learned doctor?

COLUMBUS: I have it before me...just as he wrote...lest I forget his true words.

VASCO: Is that parchment from the writings of Al Israelif?

COLUMBUS: Yes. It is a faithful copy, wherein the doctor of physic hath written thus...(READING AT FIRST)..."Owing to its aromatic properties, the peel of citrus fruits stimulates the appetite, assists the digestion, perfumes the breath. Lemon juice, especially, when used as a gargle is a useful remedy against inflammation of the throat, the throttle, the tonsils and generally against angina. Also against indigestion, nausea, vomiting, headache and giddiness of bilious origin. It counteracts the intoxicating effects of wine." Truly noble fruit...the citrus.

VASCO: Yes, my admiral.

COLUMBUS: I shall order that these lemons, limes and oranges be widely planted in our new lands...Then we...

VASCO: (ALAY) Land Ho! Land Ho! On the starboard bow. Land Ho!

VASCO: The land...the blessed land...as you foretold, my admiral.

COLUMBUS: Attend me, Vasco, while I take the deck to direct our ship and fleet to safe landing.

VASCO: Yes, my admiral. And perchance, one day, my grandchildren may tell that I stood next to the great admiral as he brought his fleet to harbor on his second voyage...the great admiral, Christopho Columbo.... (BLACKOUT)

COLUMBUS I: Yes, that's how citrus fruits got to America--Columbus brought them. And with them--he brought a glimmering of modern nutritional knowledge. True--this knowledge was forgotten for several centuries--but was rediscovered.

Today--we have made a lot of progress toward eating better--eating so we'll have better health--happier lives. And now--we have the simple--easy to understand guide--that anyone can follow--

Let at least one food from each of the basic seven every day. In most of those seven groups--there are so many foods--that this advice is easy to follow.

And say--Isn't it almost time we became at least as smart about feeding ourselves and our children--as we are about feeding our animals?

QUOTATIONS WHICH MAY BE USED AS "FILLERS" FOR SPEECHES

"Nutrition has become a matter of national policy. It moved up to front rank as a war expedient but it will command the same priority in peace, for the people of the U. S. will never be content to revert to a state of diminished alertness and vitality."

"Unfortunately, knowledge of nutrition is as young as aviation and more difficult to apply. Chemists were just getting the first vague glimpses into the spark-plug functions of vitamins in the human engine at the start of World War I." - - -

"If the people of the U. S. were less balky about changing their food habits, the government could promote another project that would be an enormous boon to nutrition - soybean and peanut flours. Soybean - a food to which the Nazis are somewhat indebted for their vitality and the Chinese for their longevity." - - -

"A new doctrine is gaining ground: that nutrition is no less a right of the citizen than is education." - - -

"A child of war, the U. S. nutrition program may well be the parent of peace, the more so as millions of starving Europeans may look to us for food when Hitler is finally defeated. Our national nutrition looks beyond victory and lays the foundation for a better world in the future. Eventually we may scrap our armaments but we shall never scrap our people. For the war emergency has merely precipitated and dramatized a sweeping movement, whose ends far transcend the present conflict; health and strength for all the people all the time."

(Food Is Also Power) Reprinted from
Fortune Magazine, August 1941 (Copyright,
Time, Inc., 1941, Fortune, August 1941)

"Although the application of modern nutritional knowledge to public health is a development of only the last twenty-five years, we already know that sound nutrition will reduce the toll of disease and will also do more to secure sound minds in healthy bodies than any other social reform."

"Although poverty is the chief cause of inadequate diets, faulty food habits are common to all income groups. Action programs designed to achieve diets adequate for health within the means of every citizen should therefore be accompanied by educational campaigns to induce all groups to change their consumption habits to the extent necessary to reach this goal."

"The problem of nutrition has long since passed the academic stage in the United States. Nutrition has entered as a policy matter into agricultural production programs, the setting up of food requirements, public education and programs for food distribution among low-income groups. But in spite of this awakening national consciousness, a determined effort is needed to bring diets in the United States up to what they should be. Too many thousands of American families live on sowbelly and corn, on tortilla and beans, or on bread and potatoes, for the general welfare of the Nation."

"Many young men coming into the armed forces are learning for the first time some of the basic principles of nutrition. They are given properly cooked foods in wide variety, some of which are entirely new to them. New tastes as well as a new awareness of the importance of proper eating will result."

"Malnutrition is like an iceberg, the larger and more dangerous part is submerged. Medical science is today recognizing more and more the ill-effects of inadequate food upon the health of individuals, their resistance to disease, their powers of adaption to external physical conditions and their mental alertness and physical and nervous stamina. The evidence of the effects of food upon health is rapidly accumulating. Enough is already known fully to justify the statement that liberal supplies of the right sorts of foods would do more to promote abundant health than any other social reform."

"After the war there will be strong forces in the world tending to direct post-war reconstruction toward pre-war conditions. A world program to free all people from malnutrition should, therefore, be organized before the war ends and be put into action as soon as military conditions warrant."

"The School Lunch Program has shown measurable results, not only among the school children directly benefited but also in the influences upon adult diets brought into the home by the children. For several years some of the larger industrial plants have provided well-balanced lunches for employees. The beneficial results of these programs recommend their much wider adoption."

"The first thing the Food Conference did was to write something on the walls of the world for everyone to read through years to come, to raise their expectations, and to fire their determination. What it wrote was this:

"The world can and should and must be adequately fed--everyone, everywhere."

(Address by Paul H. Appleby, Under Secretary of Agriculture, at 21st Annual Agricultural Outlook Conference, Washington, D. C., October 19, 1943.)

"China's interest in a world food program is twofold. In the first place, it is for the sake of a permanent world peace. China realizes that the world can never maintain an enduring peace unless all the people of the world are more or less secure in their livelihood. In other words, there is a close link between the 'freedom from fear' and 'freedom from want.' The chief want of the human being is for food. Therefore, a world food program that encourages more production and better distribution of food supply is really meeting a basic problem of the world's enduring peace."

(CHINA'S INTEREST IN A WORLD FOOD PROGRAM) (Address by F. W. Tsou, High Adviser to the Ministry of Food, China, at the 21st Annual Agricultural Outlook Conference, Washington, D. C., October 19, 1943.)

W. F. Straub, Director, Food Rationing Division, CPA, offered some figures to afford an idea of the magnitude of the food job in this war in contrast to World War I. In the last war, there were 4 million men under arms as against 11 million now. Then we produced only 11,000 airplanes. We are delivering more than that number each month now. Then we delivered food to our armies 2,500 miles away. Now much of our food must be transported 6,000 miles, some even 12,000 miles."

H. C. Shorman, Chief, Bureau of Human Nutrition and Home Economics: "May I take this occasion to give you a formally named principle - 'The Principle of Nutritional Flexibility.' Our best scientific knowledge would justify much larger than average use of such everyday foods as potatoes, bread, peanut butter, and canned grapefruit juice, whenever and wherever these foods are especially abundant."

(From talks at First Quarterly Meeting of 1944 which was called by the Nutrition Programs Branch at Washington, D. C., January 1, 1944.)

Paul H. Appleby, Under Secretary of Agriculture, and United States delegate to the United Nations Conference on Food and Agriculture at Hot Springs.

"The objectives have their national and their international aspects. By far the greater part of what needs doing, nations must do within themselves. But national policies that support each other will magnify greatly the effect of what single nations might do, acting alone. Working together is the best way to help each other."

(From talks at First Quarterly Meeting of 1944 which was called by the Nutrition Programs Branch at Washington, D. C., January 1, 1944.)

"Nations are born out of nurseries. And children are like houses. If they are jerry-built they never recover...The truth is that there are enough builders, rationed and unrationed, to give all children what they need."

(Wartime Food for Growing Children)
From the Ministry of Foods
Kitchen Front Broadcasts

"Now and after the war is over we have great need of a nation which is mentally and physically strong. Therefore, we must bend every effort towards building abundant health and vitality through the constant practice of good nutrition. This is a challenge. To meet this challenge, all official and voluntary agencies, whose work deals with nutrition, must intensify and extend their efforts to make people everywhere conscious of the importance of practicing good nutrition to build sound health."

"Nutrition is a field which is so broad and so interwoven with every phase of modern life, that no single approach can -- by itself -- prove effective. In fact, the very nature of the nutrition problem demands several separate but coordinated lines of attack." -- Walter Wilkins.

"Is it not time to recognize that minimum standards of nutrition are as important for growing children as minimum standards of education? Is it not just as important that children should have sound and healthy bodies as that they should have trained minds? If we can afford \$100 a year to educate a child, can't we afford \$15 or \$20 a year to keep that child physically fit for study?"

(Excerpts from "Foundations of the Peace")
(An article by Vice President Henry A. Wallace, in the January issue of THE ATLANTIC)

"Nutrition is moving out of the laboratory field and is rapidly becoming an applied science as the public begins to understand its basic principles." M. L. Wilson, Chief, Nutrition Programs Branch, O.D., W.F.A. From a paper to be read at conference of Western Farm Economics Association, June 28, 1944.

Estimating the adequacy of the 1944 diet with the adequacy of the 1935-39 average, it appears that: "There is no appreciable difference in calories. There is an improvement in protein, calcium and vitamin A; a larger increase in vitamin C, a marked increase in iron, thiamine, riboflavin, and niacin. Without enrichment neither riboflavin nor niacin would reach the weighted daily allowances. They barely reach them with enrichment included. Thiamine and iron show a comfortable margin of safety." R. C. Sherwood, Assistant to the Chief, Civilian Food Requirements Branch, O.D., W.F.A. From an address before American Association of Cereal Chemists, Minneapolis, Minnesota, May 23, 1944.

"The role of proteins is indispensable in the program of relief feeding. Starvation depletes body reserves of carbohydrate, protein, fat, minerals and vitamins. Shrunken tissues and depleted bone marrows can be restored only through the intermediation of good proteins, acting in conjunction with other essential diet elements. In relief operations proteins must receive a high priority. They now assume a nutritional significance not manifested in normal times." Paul R. Cannon, Importance of Proteins in Relief Feeding. Soybean Digest, May 1944, p. 607.

"Insofar as the vitamins and minerals (and perhaps specific amino acids) are concerned the optimal levels of intake are in order of three times greater than the minimum protective levels of intake." C. G. King.

"During the whole course of pregnancy, the mothers on a good or supplemental diet enjoyed better health, had fewer complications, and proved to be better obstetrical risks than those left on poor prenatal diets. The incidence of miscarriages, stillbirths and premature births in the women on poor diets was much increased. The incidence of illness in the babies up to the age of six months and the number of deaths resulting from these illnesses were many times greater in the poor diet group." F. J. Stare.

"Enthusiasm which leads to statements and conclusions beyond the limits of sound scientific evidence, no matter how well intended, eventually results in discredit to the sciences." O. A. Bessey.

"We may have a very restricted and prolonged level of inadequate food intake where any experienced clinician would recognize signs of malnutrition; then we may have a distinctly higher level of food intake where only specially trained people see signs suggestive of mild and often transitory signs of malnutrition (slight neurologic, gum, tongue, and eye changes); and then a third higher and wider zone (two or three times higher) is still clearly indicated in animal experimentation, in which the chemist can measure relative zones of tissue saturation or unsaturation." C. G. King

(Excerpts from Proceedings Research Conference on the Relation of Nutrition to Public Health, The Nutrition Foundation.)

"All the evidence from numerous surveys over the past ten years to the present among persons of all ages in many localities is without exception in complete agreement that inadequate diets are widespread in the Nation. All the data from numerous surveys with new methods among persons of all ages in many regions are entirely in accord in showing that deficiency states are rife throughout the Nation. Relatively few are the traditional severe acute types. Most are milder in intensity and gradual in their course. Predominantly they are subacute or chronic states; some marked, but very mild or moderate."

(Inadequate Diets and Nutritional Deficiencies in the United States. Bulletin 109 National Research Council.)

"Results of the 1936 study (a Nationwide survey by the Bureau of Human Nutrition and Home Economics) indicated that about half of the families in this country had diets that failed to meet the National Research Council's recommendations for calcium, ascorbic acid, thiamine, and riboflavin. Estimates for the spring of 1942 study suggest that more than one-half still did not meet the recommended allowance for riboflavin, although levels were considerably higher in the later period. But the proportion of diets short in calcium had been reduced to less than a third, thiamine to a fourth and in ascorbic acid to less than a tenth."

"Dietary improvement has occurred but the job is not finished. There are still too many persons failing to enjoy the full benefits of good nutrition. Some of these persons could if they would, but they have not learned to appreciate the need. Others eager to learn, have not yet been reached by nutrition education programs. Some families still have incomes too low to purchase a fully adequate diet."

(Esther F. Phipard in Dietary Levels in the United States in the Early 1940's. June issue Woman's Medical Journal.)

"The slowness of people to grasp the full significance of nutritional improvement of life is apparently not so much due to anything inherently difficult to understand about the evidence furnished by nutritional research, but rather to the fact that many people are not quite open-minded in this direction, because their minds are preoccupied by the impression that the lengths of our lives and the health levels upon which we can live them are predestined by our hereditary or chromosomal endowment received at conception."

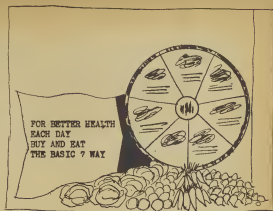
"We should emphasize the fact that the lives which are made longer by such improvements in nutrition, as we are considering, get to be longer because they are lived on a higher level of health."

(H. C. Sherman in Science of Nutrition ..
Macmillan.)

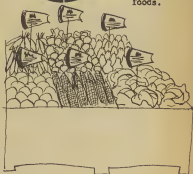
"We eat 8-10 times our own weight every year. We spend 1/3 or more of our income for food. Food is the only necessity we all have in common."

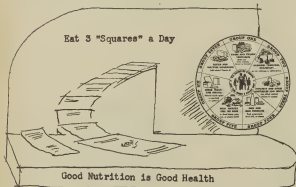
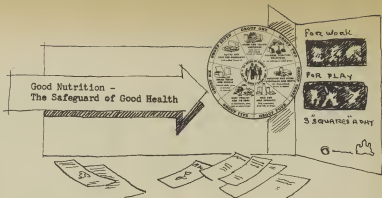
"Feeding a family is as complicated a job as engineering. It shouldn't be undertaken without a plan or without information."

SUGGESTIONS FOR INDOOR AND WINDOW FOOD DISPLAYS

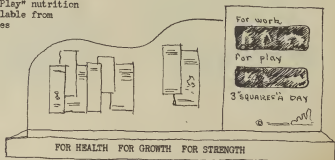


Cut a small
Basic 7 Chart
into segments.
Place the
segments on
sticks, over
appropriate
foods.

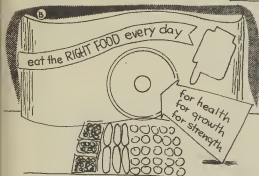




"For Work, For Play" nutrition poster is available from regional offices

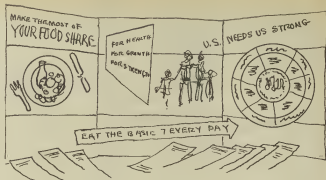


A & B- corrugated board, cutout shapes attached. BASIC 7 circle and FOR WORK, FOR PLAY POSTER can be obtained from your Regional Office. Circle, mounted on heavy paper, stands away from background. Copy scroll attached at 3 points.



C & D- framed panels or shadow boxes. C uses BASIC 7 circle & NUTRITION POSTER- the circle attached to stand away from back panel. D requires cutout compo plate, knife & fork. Squares made by colored string, thumb tacks at corners. Shopping cart & sign outside frame.



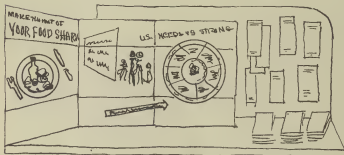


Write for these pamphlets for your display

- "Egg Dishes for Any Meal"
- "Eat a Good Breakfast to Start a Good Day"
- "Tomatoes on Your Table"
- "Family Food Plans"
- "Cooking with Soya Flour and Grits"
- "Potatoes in Popular Ways"
- "Vitamins from Farm to You"

Many Others Are Also Available.

Write your regional office for portable exhibit and pamphlets



For Health...eat some food from each group...every day!



**IN ADDITION TO THE BASIC 7...
 EAT ANY OTHER FOODS YOU WANT**



MEAT, POULTRY, FISH OR EGGS

in about 1 ounce (28 grams) weight, or 10 percent (10 grams)

Meats, poultry or fish

Beef, lamb, veal, or

pork

Chicken or turkey

Game

Waterfowl

Shrimp, scallops, or

crustaceans

Mollusks

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Eggs

French, dried, or

fresh

Game

Waterfowl

Shrimp, scallops, or

crustaceans

Mollusks

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

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Shrimp, lobster, etc.

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Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Food commonly used but not included in the seven food groups

As long as you do choose this food, remember that only moderate amounts of alcohol and too much caffeine, or good quality proteins.

ETHANOL DRUGS

(Alcohol, barbiturates, tranquilizers, narcotics)

Drugs

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

of low alcohol content

Not good for you

Food

Alcohol, barbiturates, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

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Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

OTHER DRUGS

Drugs

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

A DOZEN HINTS ON CONSERVATION

1. Plan meals in the week with alternate choices to use foods available.
2. Try new foods when usual foods are scarce.
3. Buy fresh fruits and vegetables before spending ration points on canned foods.
4. Plan your weekly meals to use food and ration points in all possible ways.
5. Cook fresh meat, poultry, or fish with soup, stews, or gravies. Use in soups and stews and cook with.
6. Make meals that include a wide range of food choices until ready for war.
7. Serve some fruits and vegetables raw, and some in soups, stews, or gravies.
8. Cook vegetables in small amounts of water and only until tender.
9. Serve vegetables in soups, stews, and gravies. Use in soups, stews, and gravies.
10. Use many ways—stews, soups, or gravies to use food and ration points in all possible ways.
11. Don't leave extra food on your plate that you will eat.
12. Waste no food. Use food and ration points in all possible ways.



NATIONAL WARTIME NUTRITION GUIDE



UNITED STATES DEPARTMENT OF AGRICULTURE

WATER, FOOD, AND NUTRITION

Nutrition, Food, and Nutrition

Food, Food, and Nutrition

Food, Food, and Nutrition

Food

MEAT, POULTRY, FISH OR EGGS

in about 1 ounce (28 grams) weight, or 10 percent (10 grams)

Meats, poultry or fish

Beef, lamb, veal, or

pork

Chicken or turkey

Game

Waterfowl

Shrimp, scallops, or

crustaceans

Mollusks

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Eggs

French, dried, or

fresh

Game

Waterfowl

Shrimp, scallops, or

crustaceans

Mollusks

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

Shrimp, lobster, etc.

Crustaceans

Small fish (e.g., anchovy)

Salmon, trout, or

herring

Shellfish

Hard-shell mollusks

SUGAR, SWEETS

Drugs

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

OTHER DRUGS

Drugs

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

Food

Medicine, health

Relaxants, sedatives, tranquilizers, narcotics

BUTTER AND FORTIFIED MARGARINE

in about 1 ounce (28 grams) weight, or 10 percent (10 grams)

Butter, margarine or shortening

Butter, margarine or shortening

Butter, margarine or shortening

Butter, margarine or shortening



GREEN AND YELLOW VEGETABLES

Raw, cooked, frozen or canned

Green vegetables

Asparagus	Corn peas
Brussels sprouts	Cress
Broccoli	Green peppers
Cabbage	Kale
Chard	Leafy greens
Cherry	Mustard greens
Collards	Okra
Domestic greens	Spinach
Endive	Swiss chard
Kale	Watercress
Spinach	White beans
Watercress	White chives

Yellow vegetables

Corn	Yellow peas
Pumpkin	Yellow beans
Winter squash	Yellow corn
Winter squash	Yellow peas



ORANGE TOMATOES CHAMPAGNE

or any vegetable or salad greens

At home,
I can eat,
go to school

Don't waste your money

Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard
Corn	Chard

At home, I can eat, go to school, and save money. I can eat, go to school, and save money. I can eat, go to school, and save money.

WHEN MARKETING IN WARTIME

When buying or selling, remember that the war is on. It is not just a matter of getting the goods, but of getting the goods in the right way. It is not just a matter of getting the goods, but of getting the goods in the right way. It is not just a matter of getting the goods, but of getting the goods in the right way.



POTATOES AND OTHER VEGETABLES AND FRUITS

raw, cooked, frozen, or canned

Other vegetables

Asparagus	Corn
Brussels sprouts	Cress
Broccoli	Green peppers
Cabbage	Kale
Chard	Leafy greens
Cherry	Mustard greens
Collards	Okra
Domestic greens	Spinach
Endive	Swiss chard
Kale	Watercress
Spinach	White beans
Watercress	White chives

Other fruits

Apples	Oranges
Apricots	Peaches
Bananas	Pears
Blackberries	Pineapples
Blueberries	Plums
Cherries	Pumpkins
Citrus fruits	Raspberries
Corn	Strawberries
Cucumbers	Watermelons
Eggs	Winter squash
Guavas	Winter squash
Kiwi	Winter squash
Lemons	Winter squash
Limes	Winter squash
Mangoes	Winter squash
Oranges	Winter squash
Peaches	Winter squash
Pears	Winter squash
Pineapples	Winter squash
Plums	Winter squash
Pumpkins	Winter squash
Raspberries	Winter squash
Strawberries	Winter squash
Watermelons	Winter squash
Winter squash	Winter squash

Seasonal choices for Group 3



MILK AND MILK PRODUCTS

fluid, evaporated, or condensed

Butter	Cheese
Cheese	Cream
Cream	Eggs
Eggs	Fruit
Fruit	Vegetables

At home, I can eat, go to school, and save money. I can eat, go to school, and save money. I can eat, go to school, and save money.

U. S. GOVERNMENT PRINT

As soon as he'd left the house, he went straight to his study to know whether you'd found him. But all the time, he was nervous.

Check the gauge to which each head belongs. (Use the wheel and the lips on the inside paper as guides.)

What's your biggest fear? I can't stand not being around people.

Why not check your day's needs against those in the new year list before the 15th?



NATIONAL WARTIME FOOD GUIDE

1000 SOUTH DEPARTMENT OF AGRICULTURE
 AND FOREST BUILDING
 WASHINGTON, D. C. 20250
 (202) 544-4801

FOOD GROUPS

GROUP ONE
GREEN AND YELLOW VEGETABLES...
 use raw, cooked, canned, frozen or frozen

GROUP TWO
ORANGES, TOMATOES, GRAPEFRUITS...
 use raw, cooked, canned, frozen or frozen

GROUP THREE
POTATOES AND OTHER VEGETABLES AND FRUITS
 use, dried, cooked, frozen or frozen

GROUP FOUR
MILK AND MILK PRODUCTS...
 fluid, prepared, dried, whole, or skimmed

GROUP FIVE
MEAT, POULTRY, FISH, AND EGGS...
 use, dried, frozen, whole, or ground, frozen

GROUP SIX
BREAD, CEREAL, AND CEREALS...
 prepared, whole, or whole, or whole, or whole

GROUP SEVEN
BUTTER AND FORTIFIED MARGARINE
 use, whole, or whole, or whole, or whole

USE THESE 12 FOODS FOR THE BASIC 7 EVERY DAY

[Home](#)
[About Us](#)
[Services](#)
[Contact Us](#)



FOR RELEASE ON RECEIPT.





Helping us to Help Ourselves

(Insert in this box names and affiliates of members of your local Nutrition Committee, using photographs if possible. Get list from your local Nutrition Committee Chairman.)

Meet the Members of the Nutrition Committee of INSERT NAME OF YOUR CITY HERE

● Know your neighbors who, as volunteers, are giving so generously of their time and talents to nurture in this community an appreciation of the part nutrition can play in making us all healthier, happier people — better workers in wartime.

Because the U. S. needs us strong, the members of your Nutrition Committee deserve your help, for by helping them you help yourself, your country and your community.

Today it is folly to eat inadequate, unbalanced, poorly-prepared meals. Bigger, better balanced meals mean better work and better health at a time when every man and woman hour of production is vital to victory, when every demand on our already overtaxed medical, nursing, and hospital facilities should be avoided.

The members of your Nutrition Committee are your neighbors too, by virtue of their unselfish service, your friends. Watch for their announcements. Read their

suggestions. Accept their ideas. They're working to help us because the U. S. needs us strong. And, in the meantime, resolve to—

1. **EAT THE BASH, 7 EVERY DAY** Diversify your diet by eating some food from each of the 7 basic food groups charted, for your health, by the U. S. Government.
2. **EAT A BETTER BREAKFAST TO DO A BETTER JOB** Your breakfast breaks your longest between-meal fast. Give your body and brain a break, not a break by eating a good breakfast.
3. **EAT A LUNCH THAT PACKS A PUNCH** Doctors and dietitians agree that active people may well get one-third of their daily requirements from the midday meal.

Support and Encourage Your Nutrition Committee

THIS ADVERTISEMENT PREPARED FOR THE WAR FOOD ADMINISTRATION BY

★ ★ ★ THE WAR ADVERTISING COUNCIL IN COOPERATION WITH THE OFFICE OF WAR INFORMATION ★ ★ ★

(NAME OF SPONSOR)

